

MARKETING & BUSINESS OUTREACH

April 14, 2016

Members Present

Les Vail, Chair	Dyanna Dessicino, GCIT/GCSSSD
Michelle Shirey, WDB Director	Ricky O'Hara, NJLWD
John Mondelli, GCIT/GCSSSD	Alisha Thompson, DWD
Mary Weidler, NJLWD	Randi Woerner, Woodbury Economic Dev.
Tom Bianco, GC Economic Dev.	John Furfari, WDB Staff
Eileen Gallo, WDB Staff	Vonnie Jackson, WDB Staff
Bridget DiGiambattista, WDB Staff	

Members Absent

Anthony Bellia, Co-Chair	Euletta Gordon, Business
Vito Palo, DVRS	Andrea Stanton, RCGC
Mark Wilgus, Business	

Les opened the meeting at 2:10 pm.

A motion to approve February 11, 2016 meeting minutes was made by J. Mondelli, seconded by R. Woerner.

Old Business

Business Outreach-

WDB attended a Veteran Career Summit at McGuire /Fort Dix Air Force Base.

Town Spotlight was held in Monroe Twp. at The Grand Theater on April 14, 2016.

Michelle reported working with Performance Foods, they are looking to hire drivers.

Michelle met with Food Com on April 8, they have 35 open positions.

ReBranding

Les reported another value in getting information about the WDB exposed, he recommended being mobile friendly. He also suggested creating an app in Apple & Android.

Michelle stated we have a county contract with Civica who developed our website design. A conference call is scheduled with Civica to discuss the changes and as well as cost.

Michelle reported the new WDB logo has been approved.

Michelle reported our brochures need to be updated. Les recommended we should have a brochure for business and a brochure for job seekers. Les stated once brochures are branded, we need to re-brand social media, Facebook should be edited.

Randi stated the sub-committee discussed was developing a tag line. Once all is complete, we would hold a launch in mid-September, a suggestion was to hold the launch at the American Job Center.

Michelle stated she spoke with D. Sellitto; she likes idea of business testimonials and client testimonials. John recommended a monthly update; clip should be 2-3 minutes. Michelle has a list of success stories and will forward some dates in July to schedule taping. John recommended adding a sound bite to website and newsletter from a business and / or job seeker. Les recommended possibly doing a commercial.

A motion for adjournment was made by J. Mondelli, seconded by R. Woerner.

The next meeting will be held June 9, 2015.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff